Estimate Number



<u>Advertiser</u>

Yes on 30



3 Television Circle Sacramento, CA 95814 Main: (916)446-3333

www.kcra.com

Billing Address:

Billing: (916)325-3266

**Sadler Strategic Media Attention: Accounts Payable** 12103 Viewcrest Rd Studio City, CA 91604

Send Payment To:

**KCRA** PO Box 26861 Lehigh Valley, PA 18002-6861

Invoice #	Invoice Date	Invoice Month	Invoice Period
952949-1	10/07/12	October 2012	10/01/12 - 10/07/12

<u>Station</u>	Account Executive	Sales Office	Sales Region
KCRA	Kathi Thornton	Eagle-Los Angel	National

	YES ON 30	13	372
Flight D	ates 2 - 10/07/12	Order # 952949	Alt Order # 07903617
	Calendar	Billing Type	Deal #

Special Handling

Broadcast

Product

<u>DB #</u>	Advertiser Code	Product Code
	133	255
Agency Ref	Advertiser Ref	

Cash

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре		
1	10/03/12	10/05/12	KCRA-TV News at 5am	5:00am-5:57am	MTWTF	:30	3	\$2,000.00	NM		
	Weeks:	Start Date 10/01/12	End Date MTWTFSSWTF	Spots/Week 3	<u>Rate</u> \$2,000.00						
	Spots: # C	h <u>Day Air</u>	Date Air Time Descrip	<u>tion</u>	Start/End Time	Lengt	h Ad-ID			<u>Rate</u>	<u>Type</u>
	3 K	CRA W 10	/03/12 5:28 AM KCRA-	ΓV News at 5am	5:00am-5:57am	:3	0 30TV3010	01		\$2,000.00	NM
	1 K	CRA Th 10	/04/12 5:43 AM KCRA-1	ΓV News at 5am	5:00am-5:57am	:3	0 30TV3020	)2н		\$2,000.00	NM
	2 K	CRA F 10	/05/12 5:09 AM KCRA-	ΓV News at 5am	5:00am-5:57am	:3	0 30TV3010	)2н		\$2,000.00	NM
2	10/03/12	10/05/12	KCRA-TV News at 6am	5:58am-7:00am	MTWTF	:30	3	\$3,000.00	NM		
	Weeks:	Start Date 10/01/12	End Date MTWTFSSWTF	Spots/Week 3	<u>Rate</u> \$3,000.00						
1	Spots: # C		Date Air Time Descrip	<u>tion</u>	Start/End Time	Lengt	h Ad-ID			<u>Rate</u>	<u>Type</u>
	3 K	CRA W 10	/03/12 6:22 AM KCRA-	ΓV News at 6am	5:58am-7:00am	:3	0 30TV3020	)1		\$3,000.00	NM
	1 K	CRA Th 10	/04/12 6:52 AM KCRA-1	ΓV News at 6am	5:58am-7:00am	:3	0 30TV3010	)2н		\$3,000.00	NM
	2 K	CRA F 10	/05/12 6:42 AM KCRA-	TV News at 6am	5:58am-7:00am	:3	0 30TV3020	)2н		\$3,000.00	NM
3	10/03/12	10/05/12	KCRA News at 430am	430-5am	MTWTF	:30	3	\$600.00	NM		
	Weeks:	Start Date 10/01/12	End Date MTWTFSSWTF	Spots/Week 3	<u>Rate</u> \$600.00						
1	Spots: # C	h <u>Day Air</u>	Date Air Time Descrip	<u>tion</u>	Start/End Time	Lengt	h Ad-ID			<u>Rate</u>	<u>Type</u>
	3 K	CRA W 10	/03/12 4:58 AM KCRA N	News at 430am	430-5am	:3	0 30TV3020	)1		\$600.00	NM
	1 K	CRA Th 10	/04/12 4:41 AM KCRA N	News at 430am	430-5am	:3	0 30TV3010	)2н		\$600.00	NM
	2 K	CRA F 10	/05/12 4:41 AM KCRA N	lews at 430am	430-5am	:3	0 30TV3020	)2Н		\$600.00	NM
4	10/03/12	10/05/12	KCRA-TV News at Noon	n 11:58am-1:00pm	MTWTF	:30	3	\$1,500.00	NM		
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate						

4 10/03/12	10/03/12	KUNA-1	v inews at moon	11.30am-1.00pm	MIMIF	.30	3	φ1,500.00	INIVI		
Weeks:	Start Date	e End Date	MTWTFSS	Spots/Week	Rate						
	10/01/12	10/07/12	WTF	3	\$1,500.00						
Spots: # Cl	n <u>Day</u>	Air Date Ai	ir Time Descripti	<u>on</u>	Start/End Time	Length Ad	I-ID			<u>Rate</u>	Type
1 K0	CRA W 1	10/03/12 12	:59 PM KCRA-T	V News at Noon	11:58am-1:00pm	:30 30	TV3020	1		\$1,500.00	NM
2 K(	CRA Th 1	10/04/12 12	:14 PM KCRA-T	V News at Noon	11:58am-1:00pm	:30 30	TV30102	2н		\$1,500.00	NM
3 K(	CRA F 1	10/05/12 12	:29 PM KCRA-T	V News at Noon	11:58am-1:00pm	:30 30	TV30102	2н		\$1,500.00	NM
F 40/00/40	10/05/10	LATIE E	·F	0.00		20	_	<b>#4 500 00</b>	N 1 N 4		
5 10/03/12	10/05/12	Y KATIE E	:F	2:00 pm to 4:00 pm	MTWTF	:30	3	\$1,500.00	NM		- 1

Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 --WTF--\$1,500.00



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KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

Invoice #	Invoice Date	Invoice Month	Invoice Period
	-	l	10/01/12 - 10/07/12

Advertiser	<u>Product</u>	Estimate Number
Yes on 30	YES ON 30	1372

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www.kcra.com									
						Spots/			
Line Start Da	ate End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
5 10/03/1	2 10/05/12	KATIE EF	2:00 pm to 4:00 pm	MTWTF	:30	3	\$1,500.00	NM	
3	KCRA W 10 KCRA Th 10	r Date Air Time Descri 0/03/12 3:12 PM KATIE 0/04/12 3:55 PM KATIE 0/05/12 3:27 PM KATIE	EF EF	Start/End Time 2:00 pm to 4:00 2:00 pm to 4:00 2:00 pm to 4:00	pm :3	<u>h Ad-ID</u> 0 30Tv3020 0 30Tv3010	)2н		Rate Type \$1,500.00 NM \$1,500.00 NM \$1,500.00 NM
6 10/03/1	2 10/05/12	M-F 4-5p	4-5p	MTWTF	:30	3	\$1,500.00	NM	
2	KCRA W 10 KCRA Th 10	End Date         MTWTFSS           10/07/12        WTF           r Date         Air Time         Descriv           0/03/12         4:27 PM M-F 4-           0/04/12         4:40 PM M-F 4-           0/05/12         4:10 PM M-F 4-	5p 5p	Rate \$1,500.00 <u>Start/End Time</u> 4-5p 4-5p 4-5p	:3	<u>:h</u>	02н		<u>Rate</u> <u>Type</u> \$1,500.00 NM \$1,500.00 NM \$1,500.00 NM
7 10/03/1	2 10/05/12	KCRA-TV News at 5pn	1 4:58pm-5:30pm	MTWTF	:30	3	\$4,500.00	NM	
3	KCRA W 10 KCRA Th 10	0/03/12 5:16 PM KCRA 0/04/12 5:29 PM KCRA	Spots/Week 3 otion TV News at 5pm TV News at 5pm TV News at 5pm	<u>Rate</u> \$4,500.00 <u>Start/End Time</u> 4:58pm-5:30pm 4:58pm-5:30pm 4:58pm-5:30pm	:3	<u>:h</u> <u>Ad-ID</u> :0 30TV3020 :0 30TV3010 :0 30TV3020	02н		<u>Rate</u> <u>Type</u> \$4,500.00 NM \$4,500.00 NM \$4,500.00 NM
8 10/03/1	2 10/05/12	KCRA-TV News at 6pn	n 6:00pm-7pm	MTWTF	:30	3	\$4,000.00	NM	
Weeks: Spots: <u>#</u>	KCRA W 10 Credited	0/03/12 KCRA	-TV News at 6pm	<u>Rate</u> \$4,000.00 <u>Start/End Time</u> 6:00pm-7pm		<u>:h Ad-ID</u> 00			<u>Rate</u> <u>Type</u> \$4,000.00 NM
	KCRA Th 10		8. MG NEW LINE 22 TV News at 6pm TV News at 6pm	6:00pm-7pm 6:00pm-7pm		0 30TV3020 0 30TV3010			\$4,000.00 NM \$4,000.00 NM
9 10/03/1	2 10/07/12	KCRA-TV News at 11p	m 11:00pm-11:35pm	MTWTFSS	:30	4	\$4,000.00	NM	
3 1	KCRA W 10	0/03/12 11:23 PM KCRA 0/04/12 11:28 PM KCRA 0/05/12 11:32 PM KCRA	Spots/Week 4 otion -TV News at 11pm -TV News at 11pm -TV News at 11pm -TV News at 11pm	Rate \$4,000.00 Start/End Time 11:00pm-11:35p 11:00pm-11:35p 11:00pm-11:35p	om :3 om :3 om :3	th Ad-ID 0 30TV3020 0 30TV3010 0 30TV3010	)2н )2н		Rate         Type           \$4,000.00         NM           \$4,000.00         NM           \$4,000.00         NM           \$4,000.00         NM
10 10/06/1	2 10/06/12	KCRA-TV News at 7a	7:00am-9:00am	S-	:30	1	\$1,500.00	NM	
Weeks: Spots: <u>#</u> 1	Start Date 10/01/12 Ch Day Ail KCRA Sa 10	10/07/12S- r Date <u>Air Time</u> Descri		Rate \$1,500.00 Start/End Time 7:00am-9:00am		<u>:h Ad-ID</u> :0 30TV3010	)2н		<u>Rate</u> <u>Type</u> \$1,500.00 NM
11 10/07/1	2 10/07/12	KCRA-TV News at 7an	n News at 7:00am	S	:30	1	\$1,300.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSSS	Spots/Week 1	Rate \$1,300.00					



INVOICE A TE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952949-1	10/07/12	October 2012	10/01/12 - 10/07/12

<u>Advertiser</u>	<u>Product</u>	Estimate Number
Yes on 30	YES ON 30	1372

www.kcra.com	1										
Lina Start	Data	End Data	Dogorin	ation	Stort/End Time	MINITEGE	Longth	Spots/ Week	Poto	Tuno	
Line Start		End Date	Descrip		Start/End Time	MTWTFSS	Length		Rate	Туре	
11 10/07	7/12	10/07/12	KCRA-	IV News at /am	News at 7:00am	S	:30	1	\$1,300.00	NM	
Spots	: <u>#</u> Ch	Day Air		Air Time Descript		Start/End Time		h Ad-ID	0211		Rate Type
	1 KCR	A Su 10/	/07/12	8:24 AM KCRA-T	V News at /am	News at 7:00am	1 :3	0 30TV301	UZH		\$1,300.00 NM
12 10/03	3/12	10/05/12	M-F 9a	m-10am	9:00am-10:00am	WTF	:30	2	\$1,500.00	NM	
Week		tart Date 0/01/12	End Date 10/07/12	e MTWTFSS WTF	Spots/Week 2	Rate					
Spots	: <u>#</u> Ch	0/01/12 <u>Day</u> <u>Air</u>		Air Time Descript		\$1,500.00 Start/End Time	Lenat	h Ad-ID			Rate Type
'	2 KCR			9:46 AM M-F 9am		9:00am-10:00ar		0 30TV301	01		\$1,500.00 NM
	1 KCR	A Th 10/	/04/12	9:42 AM M-F 9am	n-10am	9:00am-10:00ar	m :3	0 30TV302	02н		\$1,500.00 NM
13 10/03	3/12	10/05/12	Days o	f Our Lives	1:01pm-2pm	WTF	:30	2	\$2,000.00	NM	
Week		tart Date 0/01/12	End Date 10/07/12		Spots/Week 2	<u>Rate</u> \$2,000.00					
Spots	: # Ch	Day Air		Air Time Descript	_	Start/End Time	Lenat	h Ad-ID			Rate Type
	1 KCR			1:59 PM Days of		1:01pm-2pm		0 30TV301	01		\$2,000.00 NM
	2 KCR	A Th 10/	/04/12	2:00 PM Days of	Our Lives	1:01pm-2pm	:3	0 30TV302	02н		\$2,000.00 NM
14 10/03	3/12	10/05/12	ACESS	HOLLYWOOD A	\(7:01pm-7:30pm/7:	3WTF	:30	2	\$4,000.00	NM	
Week		start Date	End Date		Spots/Week	Rate					
Snots	۱ : <u>#</u> Ch	0/01/12 <u>Day</u> <u>Air</u>	10/07/12 Date A	!WTF Air Time Descript	2 ion	\$4,000.00 Start/End Time	l enat	h Ad-ID			Rate Type
Opots		A Th 10/			HOLLYWOOD AC	7:01pm-7:30pm		0 30TV301	02н		\$4,000.00 NM
	1 KCR	A F 10/	/05/12	7:24 PM ACESS	HOLLYWOOD AC	7:01pm-7:30pm		0 30TV302	02н		\$4,000.00 NM
15 10/03	3/12	10/03/12	PRESI	DENTIAL DEBAT	E6p-11p	W	:30	1	\$6,000.00	NM	
Week		tart Date	End Date		Spots/Week	Rate					
Snote	1 : <u>#</u> Ch	0/01/12 Day Air	10/07/12 Data /	!W Air Time Descript	1 ion	\$6,000.00 Start/End Time	Longt	h Ad-ID			Rate Type
Spois		Day All A W 10/			ENTIAL DEBATE	6p-11p	<u>Lengt</u> :0				\$6,000.00 NM
		Credited	1								φο,σοσίοσ
		REV PE	R V. 15, 1)	X CREDIT LINE 1	5. MG ON #7903618	8					
16 10/04	1/12	10/04/12	ROCK	CENTER	10:01pm-11pm	T	:30	1	\$10,000.00	NM	
Week		tart Date	End Date		Spots/Week	Rate					
Snots	1 : <u>#</u> Ch	0/01/12 <u>Day</u> <u>Air</u>	10/07/12 Date /	:T Air Time Descript	1 ion	\$10,000.00 <u>Start/End Time</u>	l enat	h Ad-ID			Rate Type
Opon		A Th 10/		0:37 PM ROCK C		10:01pm-11pm	_	0 30TV302	02н		\$10,000.00 NM
17 10/05	5/12	10/05/12	GRIMM	1	9:01pm-10pm	F	:30	1	\$10,000.00	NM	
Week		tart Date	End Date		Spots/Week	Rate					
Snoto	1 : <u>#</u> Ch	0/01/12 <u>Day</u> <u>Air</u>	10/07/12 Date #	!F Air Time Descript	1 ion	\$10,000.00 Start/End Time	l engt	h Ad-ID			Rate Type
Opois	1 KCR			9:17 PM GRIMM	<u>1011</u>	9:01pm-10pm		0 30TV301	02н		\$10,000.00 NM
18 10/05	5/12	10/05/12	DATEL	INE	10:01pm-11pm	F	:30	1	\$9,000.00	NM	
Week		Start Date	End Date		Spots/Week	Rate					
Snote	1 : <u>#</u> Ch	0/01/12 <u>Day</u> <u>Air</u>	10/07/12 Date /	:F Air Time Descript	1 ion	\$9,000.00 Start/End Time	l enat	h Ad-ID			Rate Type
Spots	1 KCR			0:30 PM DATELII		10:01pm-11pm		0 30TV302	02н		\$9,000.00 NM
19 10/03	3/12	10/05/12	NBC To	onight Show	11:36pm-12:35am	WTF	:30	2	\$3,000.00	NM	



INVOICE # 952949-1

Invoice #	Invoice Date	Invoice Month	Invoice Period
952949-1	10/07/12	October 2012	10/01/12 - 10/07/12

<u>Advertiser</u>	<u>Product</u>	Estimate Number
Yes on 30	YES ON 30	1372

www.kcra.com

Line :	Start Date	End Date	Description	on	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
19	10/03/12	10/05/12	NBC Ton	ight Show	11:36pm-12:35am	WTF	:30	2	\$3,000.00	NM	
V	Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS WTF	Spots/Week 2	Rate \$3,000.00					
5	Spots: # Ch	Day Air	Date Air	Time Descrip	<u>ption</u>	Start/End Time	Leng	th Ad-ID			Rate Type
	2 KC	RA W 10/	03/12 12:	10 AM NBC T	onight Show	11:36pm-12:35	am :	30 30TV301	01		\$3,000.00 NM
	1 KC	RA F 10/	05/12 12:	07 AM NBC T	onight Show	11:36pm-12:35	am :	30 30TV302	02н		\$3,000.00 NM
20	10/07/12	10/07/12	NEWS A	FTER NFL	Primetime	S	:30	1	\$3,500.00	NM	
٧	Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS	Spots/Week 1	Rate \$3,500.00					
5	Spots: # Ch	Day Air		Time Descri	<u>ption</u>	Start/End Time	Leng	th Ad-ID			Rate Type

1 K	CRA Su 10	/07/12 9:	49 PM NEWS	AFTER NFL	Primetime	:30 3	0TV3020	)2н		\$3,500.00	NM
21 10/07/12	10/07/12	DATELIN	IE	10:01pm-11pm	S	:30	1	\$6,000.00	NM		
Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS S	Spots/Week 1	<u>Rate</u> \$6,000.00						
Cnoto: # Cl	Day Air	Doto Air	Timo Dogorir	tion	Start/End Time	Longth A	/ Y ID			Data	Tuna I

Spots: # Ch	<u>Day</u> Air	Date Air Time Description	Start/End Time	Length A	\d-ID			Rate Type
1 KCF	RA Su 10/0	07/12 10:40 PM DATELINE	10:01pm-11pm	:30 3	:30 30тv30102н			\$6,000.00 NM
22 10/06/12	10/06/12	NBC Saturday Night Live 11:31pm-1:05am	S-	:30	1	\$4,000.00	NM	

Weeks:	Start Date	End Date	<u>MTWTFSS</u>	Spots/Week	<u>Rate</u>		
	10/01/12	10/07/12	S-	1	\$4,000.00		
Spots: # Ch	n <u>Day</u> <u>Air</u>	Date Air	Time Description	<u>1</u>	Start/End Time	Length Ad-ID	Rate Type
1 K(	CBA Sa 10	/06/12 12:	49 AM NBC Satur	day Night Live	11:31nm-1:05am	·30 30TV30202H	\$4,000,00 NM

 1 КСRA Sa
 10/06/12
 12:49 AM NBC Saturday Night Live
 11:31pm-1:05am
 :30 ³0тv³30202H
 \$4,000.00
 NM

 Total Spots
 43

Payment Terms 30 Days

 Gross Total
 \$134,100.00

 Agency Commission
 \$20,115.00

Net Amount Due \$113,985.00